

MEDIA RELEASE

Santos Tour Down Under pedal power heads to Alexandrina 19 January 4 January 2024

The eyes of the cycling world will be fixed on the #UnbeatableAlexandrina region on Friday 19 January 2024 for the fourth men's stage of the Santos Tour Down Under (TDU).

Alexandrina Council is proud to be hosting the Hahn Men's Stage 4 as it follows the Murray River to the Lower Lakes and then the sea via Langhorne Creek, Strathalbyn, Ashbourne, Currency Creek, Goolwa, and Middleton with a first-time finish on The Strand at Port Elliot. The route aims to showcase the landscape of the regions recovering from the 2022/23 floods.

Local businesses and community groups are celebrating the best of the region, working with Business Alexandrina to stage more than 20 race day events and giving locals and visitors the chance to experience #UnbeatableAlexandrina.

Langhorne Creek and its vineyard surrounds will be the background for the stage's first Ziptrak® sprint at the 66.7km mark starting in the town's main street right outside the General Store. Just 15km later the second and last Ziptrak® sprint of the day will take off on Commercial Road at Strathalbyn.

Then the riders head towards Ashbourne for the King of the Mountain contest at the 'category three' climb up Gemmell Hill. This 4km ride up a 159m ascent with a maximum gradient of 10.0 is expected to push the cyclists to their limit.

Once through the picturesque farming town of Ashbourne, the riders then head back towards the river through Currency Creek to the heritage riverport town of Goolwa, then seaward through SA's popular surfing town Middleton before finishing on The Strand in Port Elliot.

Port Elliot is hosting a finish for the first time since the TDU began racing in South Australia in 1999. The historic town is expected to turn on the charm for the thousands expected to flock to the business centre and the activities planned for the finishing line at the end of The Strand at Continental Park.

All along the route local businesses and communities are embracing the international cycling event with a range of events showcasing local food, wine, music and tourism attractions.

Residents and visitors can watch the race from a Langhorne Creek winery, find out about Strathalbyn's historic connection to cycling manufacturing at the Gilberts Motor Museum, enjoy a day of food, music and cycling at Ashbourne, visit markets in Goolwa and Port Elliot, take a cruise on a paddle steamer or catch a ride on a steam train.

Alexandrina Mayor Keith Parkes said the Santos Tour Down Under had become a staple event in South Australia's tourism calendar and Council was looking forward to hosting another successful stage finish following the Strathalbyn finale in 2019.

"One of the features of this TDU is that the Hahn Men's Stage 4 is not just heading through one part of our region, the peloton is racing through so many of our townships and lesser-known localities including Belvidere, Tooperang, Currency Creek and Ratalang-Basham Beach," Mayor Parkes said.

"Alexandrina is a unique place full of history. I believe there is only one other place in the world, and that's in Switzerland, where you can hop off a historic paddle steamer and then board a heritage steam train. When you visit our region for the Hahn Men's Stage 4 on 19 January 2024, you can do both and watch a modern, world-class sporting event."

For further information on the Santos Tour Down Under Stage 4 event in Alexandrina, visit www.alexandrina.sa.gov.au/2024TDU or visit the official website for full details at <https://tourdownunder.com.au>

What's On Across Alexandrina

Langhorne Creek

Catch the race and the first Ziptrak® sprint of the day in the award-winning wine community of Langhorne Creek. Enjoy a lazy lunch and watch the race, a glass of local wine in hand, as it comes through just after 1 pm.

- **Bleasdale Vineyards' TDU Lawn Party:** Enjoy trackside viewing on the lawns of Bleasdale - Halliday's Winery of the Year, featuring acoustic tunes by Dave Hull, Bleasdale vino, Meechi beer and pizza by Locale. Kids' activities are also available.
- **Kimbolton Wines Race From The Rooftop:** Watch the peloton pass through the vineyards from the exclusive Kimbolton Rooftop. Enjoy a glass of Kimbolton wine and keep the glass as a memento of the day. A dedicated area is also available for guests to watch the stage on the front deck. A food truck will be on-site offering burgers and other family-friendly options (for purchase). Children are invited to bring their bikes and decorate them onsite in race colours. The bikes will be placed in front of Kimbolton Wines on Langhorne Creek Road with a prize for the best decorated. Please book online for a special Kids Tasting Flight.

- **Bremerton Wines' Sprint & Sip:** Combine the thrill of the race with some wine tasting at the "Sprint & Sip" event. Sample a selection of Bremerton's award-winning wines and enjoy lunch, including a TDU-inspired pizza with local ingredients.
- **Long Lunch at Lake Breeze:** Take a break from the race excitement and enjoy a leisurely long lunch at Lake Breeze. The winery's stunning surroundings and delectable food offerings create the perfect setting for a relaxing mid-day reprieve.
- **General Store Delights:** Head to the local general store in Langhorne Creek for a pit stop that's as charming as it is delicious. The general store has crafted a cleverly named Bicycles & Burgers special just for this occasion.
- **Windsong Wines Prosecco Pop-up at the Hub:** For those who prefer their cheers with a side of fizz, make your way to the Hub on Langhorne Creek's main road where Windsong Wines is hosting a Prosecco Pop-up. This venue offers an unbeatable front-row view of the Ziptrak® Sprint.
- **Ziptrak® Sprint in the Main Street:** The first sprint of the day is scheduled for just after 1 pm at the 66.7km mark through Langhorne Creek's main street.

Strathalbyn to Ashbourne

- **Gilberts Motor Museum, Strathalbyn:** Begin your day on Strathalbyn's historic High Street with a visit to Gilberts Motor Museum to see an exhibition on the historic and locally manufactured Treblig and penny farthing bicycles. Tickets range from \$8 to \$10. Strathalbyn has a long history of bicycle manufacture. Gilbert Bicycles started making bicycles in the late 1800s when cycling was first gaining popularity. The company played a major role in the growth of Australian cycling culture during the late 19th and early 20th centuries.
- **Strathalbyn's CBD and Ziptrak® Sprint Commercial Road:** The peloton enters the town from South Terrace and heads down Dawson Street which becomes Commercial Road before turning onto North Parade and West Terrace then outbound on Ashbourne Road. The second Ziptrak® Sprint of the day is scheduled to start just after 1.30 pm on Commercial Road. Strathalbyn is a family-friendly place with a choice of cafes and pubs, interesting shops, playgrounds, a swimming pool, ample off-street parking and picnic areas with barbecues on the banks of the Angas River which flows through the centre of town.
- **Tour De Brunch at Wistow on High:** Head over to Wistow on High for the Tour de Brunch. It's like the Tour de France but with eggs and pancakes. Settle in, enjoy brunch, and catch the race on the big screen.
- **Strathalbyn Visitor Information Centre:** As the race approaches around 1.30 pm, position yourself at the Strathalbyn Visitor Information Centre. It offers a fantastic vantage point to witness the cyclists enter town along South Terrace before making the turn up Dawson Street.
- **Mega Bike Burger at the Bean Machine:** Lunchtime calls for a Mega Bike Burger at The Bean Machine. It's not just a burger; it's a special burger for race day.

- **King of the Mountain climb contest Gemmell Hill:** Head towards Ashbourne for the King of the Mountain at Gemmell Hill around 1:36 pm. The 4.1km ride up a 159m ascent with a maximum gradient of 10.0 will push the cyclists to their limit.
- **Greenman Inn, Ashbourne:** Ashbourne's iconic Greenman Inn is in a prime location to see the peloton pass by. Open all day from 11 am for indoor and outdoor dining, live music from midday, a delicious TDU menu, and the chance to watch the race live on screen throughout the day.

Goolwa

- **Peninsula Providore's Picnic In The Grove:** For a different kind of race day, head to Bull Creek Road at Tooperang for Peninsula Providore's Picnic in the Grove. Set amidst the picturesque Nangkita Olive Grove along the race route, this event will feature a long table lunch and regional produce hampers paired with local wine. The Hahn Men's Stage 4 rides straight past the gate, scheduled to reach Bull Creek Road just before 2 pm. Contact Peninsula Providore for prices and bookings.
- **Cittaslow Market in the Goolwa Wharf Precinct:** Back in 2007 Goolwa became the first accredited Cittaslow or 'slow town' in Australia, embracing a whole-of-community approach to promoting quality of life and sustainability. The local Cittaslow community organisation runs regular local produce and artisan markets and is hosting a special market at Jeralde Park on 19 January, 11 am to 3 pm, just for the Santos Tour Down Under. It's a 'slow town' way to enjoy race day.
- **Hector's Tour Down Under Lunch:** Head down to the Goolwa Wharf Precinct for a special TDU-inspired lunch at Hector's Modern Australian Kitchen. Enjoy a waterside two-course lunch plus Hector's Taste of Australia Gelati for \$55, with flavours including Quandong, Kakadu Plum, and Caramel and Saltbush.
- **PS Oscar W River Cruises:** The Goolwa-based paddle steamer, the PS Oscar W, celebrated its 115th birthday in 2023. The paddle steamer is owned by Council and run by a dedicated group of volunteers who are running three, hour-long cruises on 19 January 2024 starting at 11 am, 1 pm and 2.30 pm. Ticket prices - \$25 for adults, \$20 concession, \$11 for children five to 15 years, \$65 for a family and children under the age of five can travel for free. Book online. Board at Hector's Jetty in the Goolwa Wharf Precinct.
- **SteamRanger Heritage Railway:** From a paddle steamer to a steam train (weather permitting) - start your Alexandrina adventure by taking the Cockle Train from Goolwa, Middleton, or Victor Harbor. It's not your average train ride. This trip is the scenic route to Port Elliot, complete with a special race day timetable. Head to the SteamRanger website to book your tickets from 8 January 2024.
- **Armfield Slipway Open Day:** Further down from the wharf, along the river towards the Goolwa Regatta Yacht Club, is the Armfield Slipway. See wooden boats being restored and enjoy a taste of river life at the old boat launch open day 9 am to 3 pm.

- **Cadell Street to Mila Alexandra:** Enjoy an exclusive front-row view of the peloton racing through the main street of Goolwa just after 2.30 pm from the Mila Alexandra boutique business. Enjoy a drink and DJ-spun tunes as you soak in the atmosphere. Secure your limited spot by email to lauren@milaalexandra.com.au.
- **Alex FM Live Broadcast:** Community radio station Alex FM will be conducting a live broadcast from the front of the Alexandrina Community Council Chambers "Wal Yuntu Warrin", 11 Cadell Street, Goolwa. Stop by to say hello or tune in to catch the local vibe and what is happening in the community.

Middleton TDU Community Party

The Hahn Men's Stage 4 is scheduled to ride through the seaside surfing town of Middleton just before 3 pm but the Middleton Town and Foreshore Association will start the celebrations in the morning with a community event on the grassed area next to the Middleton Tavern. There will be live music, a sausage sizzle and refreshments. Stop for surf and head into town to enjoy the race day atmosphere and the main street decorations.

Port Elliot – Finish Line

- From 11 am this historic village will be abuzz with activities, gearing up for the big finish along The Strand around 3 pm. Please note that The Strand will be closed to all traffic from 6 am to 6.30 pm and temporary road closures and parking restrictions will be in place in adjoining streets. Visitors are encouraged to walk or cycle into the centre of town.
- **Lakala Park and Horseshoe Bay – Markets and Beach Bliss:** The Port Elliot Rotary Market is holding an extra market day in Lakala Reserve on Friday 19 January, from 11 am to 5 pm. Enjoy this country market's fresh local produce, bric-a-brac, plants, and crafts. Then walk or cycle to Port Elliot's spectacular headland at Horseshoe Bay.
- **Hotel Elliot:** Close to the train station, Hotel Elliot is where the race-day action will spill out onto Henry Street. Grab a beer, soak in the lively atmosphere, and catch the race on the big screen. It's the perfect pit stop for a taste of local brews.
- **The Strand:** The Strand is Port Elliot's charming and historic main street lined with interesting shops, coffee places and eateries.
- **Continental Park:** Pack a picnic rug and settle in near the finish line at the top of The Strand at Continental Park. Visitors will find a giant screen to catch all the race action, free bicycle servicing by Sam Neeft from Fleurieu Bike, food vans and children's activities including the Fleurieu's enormous and inflatable version of the First Nations Ngarrindjeri story of Kondoli the Whale. For a premium experience, the ticketed Breakaway Zone offers fantastic views of the finish line.
- **Breakaway Zone Port Elliot:** Get up close to the world-class racing action with a prime viewing spot reserved at the finish line. This reserved pen will

have ample shade, a comfy seat and dedicated access to refreshments. Tickets cost \$65. Book online on the Santos Tour Down Under website.

Media Contacts

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